* *Back issues not available*

BY AUTHOR

	1960
BASSIE, V LEWIS, Intensified World Competition *(A Reprint)*	Feb.
BEDERMAN, SANFORD H., Land-Use Change in Georgia, 1909-1954	Dec.
BLICKSILVER, JACK, Cotton Manufacturing in the Southeast: Trends in Management	March
Cotton Manufacturing in the Southeast: The Worker and Working Conditions	May
The Savannah Port in Georgia's Economy	July
BOWDOIN, MARY H., The Savannah Port in Georgia's Economy	July
BOWS, ALBERT J., Improving Return on Investment in Your Business	June
BRANCH, HARLLEE, JR., THE MANAGEMENT FORUM: 3-D Decision-Making	Dec.
BROWN, ROBERT K., Eminent Domain: Legal and Economic Concepts of the Doctrine of Use	Dec.
BUNTING, ROBERT L., A Different View of the Strike Problem	Dec.
BURFORD, ROGER L., The Southeastern Corner	Monthly
Atlanta Business Activity	Monthly
CALHOUN, CALFREY C., Public Relations and the High School	July
CHELENA, C. V., THE MANAGEMENT FORUM: Service and Integrity in the Development of a Young Food Industry	Aug.
CLARK, JOHN J., The Variable Bank Account: A Hedge Against Inflation?	Sept.
CUNNINGHAM, CHARLES D., Surveys—Useful Tools for Industrial Development	June
DANIEL, COLDWELL, III, General Credit Conditions and Nonfarm Residential Mortgage Credit	Aug.
DENISE, MALCOLM L., European Wage Scales *(An Excerpt)*	April*
EGGERS, E. T., Second Injuries and the Second Injury Fund	Nov.
FELDMAN, A. L., THE MANAGEMENT FORUM: Program Management Can Pay Off for Small Firms	May
FERBER, ROBERT, Consumer Panels as a Tool for Financial Research	July
FULMER, JOHN L., Marketing Potentials in Georgia	Oct.
HALL, TOMMY PERRY, Accelerated Depreciation: Its Advantages	Feb.
HITE, L. O., THE MANAGEMENT FORUM: The Consulting Field—A Resource of Skills and Experience for Growing Business	Nov.
HOGAN, GLENN M., Government's Role in Health Care	Oct.
KLEIN, ROGER, Government's Role in Health Care	Oct.
McDONOUGH, J. J., THE MANAGEMENT FORUM: The Responsibilities of a Business	Sept.
McFARLAND, STUART W., Foreign Trade Activities of Atlanta Manufacturers	April*
Foreign Trade and Georgia	March
McMAHON, OTTIS K., Essentials in Executive Growth	Nov.
MANAGEMENT FORUM: Executives are Grown—Not Made	April*
MESCON, ENID; MESCON, MICHAEL H., Some Thoughts Concerning Older Women in Industry	Dec.
O'CONNOR, RODERICK F., The Atmosphere in Which People Grow	April*
O'TOOLE, JOHN R., Atlanta Business Activity	Monthly
Atlanta Business in 1959	March
PARANKA, STEPHEN, Marketing Predictions from Consumer Attitudinal Data	Sept.
RAMS, EDWIN M., Eminent Domain: Legal and Economic Concepts of the Doctrine of Use	Dec.
RICH, RICHARD H., THE MANAGEMENT FORUM: Some Thoughts on the Nature of Business Leadership	March
SARGENT, HUGH W., The Influence of Consumer-Product Testing and Rating Organizations on the Consumer's Buying Behavior	Nov.
SCHWARTZ, DAVID J., The Salesman's Wife: Her Influence on His Selling Career	June
SCHWARZSCHILD, STUART, Your Company's Pension Plan	Oct.
SCOTT, WILLIAM G., The Early Record of a Modern Administrative Dilemma: Part II *(A Reprint)*	Feb.
STAMPOLIS, ANTHONY, The National War Labor Board: An Experiment in Policy-Making by a Tripartite Agency	June
STEIGERWALT, A. K., THE BUSINESS HISTORY: II. Business History in Academic Curricula: Central or Peripheral	Nov.
TAYLOR, CHARLES T., Income and Employment in the South *(An Excerpt)*	Aug.
TOMLINSON, GEORGE E., U.S. Study Commission—Southeast River Basins	May
TRAXLER, RALPH N., JR., THE BUSINESS HISTORY: I. Definition and Origin of Business History	Oct.
VREDENBURG, HARVEY L., Trading Stamps in the Service Station *(Excerpt from Monograph)*	April*
WALKER, WARREN A., The Southeastern Corner	Monthly
WHETTEN, LELAND C., Blueprint for a Proxy Contest	Aug.
Management-Stockholder Relations as Revealed by Recent Proxy Contests	April*
The Role of the Securities and Exchange Commission in Proxy Contests	May
WHITEHURST, CLINTON H., JR., Shipping Subsidies: A Lesson for Railroads in Retrospect	Sept.
WILSON, ALLEN B., THE MANAGEMENT FORUM: Methods and Management	June
ZERFOSS, LESTER F., The Atmosphere in Which People Grow	April*

SYMPOSIA

SWANSON, ERNST W.; MALANOS, GEORGE J.; PHILBROOK, CLARENCE E.; GRUCHY, ALLAN G., Capitalism and the Intellectual	Feb.
BRAINARD, HARRY G.; OGRAM, ERNEST W., JR.; WAPENSKY, BASIL A.; FLYNN, EDWIN, H., The American Balance of Payments Dilemma	March

BRIDGES, FRANCIS J.; MARSHALL, A. R.; CRAWFORD, JAMES F.; O'CONNOR, RODERICK F., The Kaiser Steel Settlement: Its Significance in the Present Steel Crisis — Jan.
LEMLY, JAMES H.; TILFORD, JOHN E., SR.; CRIMM, REUBEN G.; FLINT, SAM H., Transportation Rate Policies — Aug.

*Back issues not available

BY SUBJECT

1960

BUSINESS ETHICS

The Early Record of a Modern Administrative Dilemma: Part II *(A Reprint)* — Feb.
Scott, William G.
THE MANAGEMENT FORUM: The Responsibilities of a Business — Sept.
McDonough, J. J.

BUSINESS INDICATORS

Atlanta Business Activity — Monthly
O'Toole, John R.; and Burford, Roger L.
Atlanta Business in 1959 — March
O'Toole, John R.

BUSINESS ORGANIZATION

Accelerated Depreciation: Its Advantages — Feb.
Hall, Tommy Perry
Blueprint for a Proxy Contest — Aug.
Whetten, Leland Carling
THE BUSINESS HISTORY: I. Definition and Origin of Business History — Oct.
Traxler, Ralph N., Jr.
THE BUSINESS HISTORY: II. Business History in Academic Curricula: Central or Peripheral — Nov.
Steigerwalt, A. K.
Management-Stockholder Relations as Revealed by Recent Proxy Contests — April*
Whetten, Leland Carling
The Role of the Securities and Exchange Commission in Proxy Contests — May
Whetten, Leland Carling

BUSINESS RESEARCH

Consumer Panels as a Tool for Financial Research — July
Ferber, Robert
The Influence of Consumer-Product Testing and Rating Organizations on the Consumer's Buying Behavior — Nov.
Sargent, Hugh W.
Marketing Predictions from Consumer Attitudinal Data — Sept.
Paranka, Stephen
Surveys—Useful Tools for Industrial Development — June
Cunningham, Charles D.

COMPETITION

Intensified World Competition *(A Reprint)* — Feb.
Bassie, V Lewis
The South's Competitive Position — July
(As reported to the Southern Governors' Conference, 1959)
U. S. Share of the World Market — Oct.
(From "Foreign Problems of the '60's," *Business in Brief*, January-February 1960, Chase Manhattan Bank, New York)

CORPORATE FINANCE

Accelerated Depreciation: Its Advantages — Feb.
Hall, Tommy Perry

ECONOMIC HISTORY

THE BUSINESS HISTORY: I: Definition and Origin — Oct.
Traxler, Ralph N., Jr.
THE BUSINESS HISTORY: II. Business History in Academic Curricula: Central or Peripheral — Nov.
Steigerwalt, A. K.
Capitalism and the Intellectual *(A Symposium)* — Feb.
Contributors: Swanson, Ernest W.; Malanos, George J.; Philbrook, Clarence E.; Gruchy, Allan G.
Cotton Manufacturing in the Southeast: Trends in Management — March
Blicksilver, Jack
Cotton Manufacturing in the Southeast: The Worker and Working Conditions — May
Blicksilver, Jack
Eminent Domain: Legal and Economic Concepts of the Doctrine of Use — Dec.
Rams, Edwin M.; and Brown, Robert K.
Income and Employment in the South *(An Excerpt)* — Aug.
Taylor, Charles T.
Land-Use Change in Georgia, 1909-1954 — Dec.
Bederman, Sanford H.
Shipping Subsidies: A Lesson for Railroads in Retrospect — Sept.
Whitehurst, Clinton H., Jr.
The Southeastern Corner — Monthly
Walker, Warren A.; and Burford, Roger L.

ECONOMICS

The American Balance of Payments Dilemma *(A Symposium)* — March
Contributors: Brainard, Harry G.; Ogram, Ernest W., Jr.; Wapensky, Basil A.; Flynn, Edwin H.
Capitalism and the Intellectual *(A Symposium)* — Feb.
Contributors: Swanson, Ernst W.; Malanos, George J.; Philbrook, Clarence E.; Gruchy, Allan G.
European Wage Scales *(An Excerpt)* — April*
Denise, Malcolm L.
Foreign Trade Activities of Atlanta Manufacturers — April*
McFarland, Stuart W.
Foreign Trade and Georgia — March
McFarland, Stuart W.
Income and Employment in the South *(An Excerpt)* — Aug.
Taylor, Charles T.
Intensified World Competition *(A Reprint)* — Feb.
Bassie, V Lewis
The Kaiser Steel Settlement: Its Significance in the Present Steel Crisis *(A Symposium)* — Jan.
Contributors: Bridges, Francis J.; Marshall, A. R.; Crawford, James F.; O'Connor, Roderick F.
The Southeastern Corner — Monthly
Walker, Warren A.; and Burford, Roger L.

Unemployment Rates: Methods for Figuring—at Home and Abroad — July
Reprinted from *Monthly Letter,* First National City Bank, May 1960, New York
U. S. Share of the World Market — Oct.
(From "Foreign Problems of the '60's," *Business in Brief,* January-February 1960, Chase Manhattan Bank, New York)

EDUCATION

Public Relations and the High School — July
Calhoun, Calfrey C.

FOREIGN TRADE

The American Balance of Payments Dilemma *(A Symposium)* — March
Contributors: Brainard, Harry G.; Ogram, Ernest W., Jr.; Wapensky, Basil A.; Flynn, Edwin H.
Foreign Trade Activities of Atlanta Manufacturers — April*
McFarland, Stuart W.
Foreign Trade and Georgia — March
McFarland, Stuart W.
Intensified World Competition — Feb.
Bassie, V Lewis
The Savannah Port in Georgia's Economy — July
Blicksilver, Jack; and Bowdoin, Mary H.
U. S. Share of the World Market — Oct.
(From "Foreign Problems of the '60's," *Business in Brief,* January-February 1960, Chase Manhattan Bank, New York)

GOVERNMENT

Accelerated Depreciation: Its Advantages — Feb.
Hall, Tommy Perry
The American Balance of Payments Dilemma *(A Symposium)* — March
Contributors: Brainard, Harry G.; Ogram, Ernest W., Jr.; Wapensky, Basil A.; Flynn, Edwin H.
Eminent Domain: Legal and Economic Concepts of the Doctrine of Use — Dec.
Rams, Edwin M.; and Brown, Robert K.
Government's Role in Health Care — Oct.
Klein, Roger; and Hogan, Glenn M.
The National War Labor Board: An Experiment in Policy-Making by a Tripartite Agency — June
Stampolis, Anthony
The Role of the Securities and Exchange Commission in Proxy Contests — May
Whetten, Leland Carling
Shipping Subsidies: A Lesson for Railroads in Retrospect — Sept.
Whitehurst, Clinton H., Jr.
The Southeastern Corner — Monthly
Walker, Warren A.; and Burford, Roger L.
Transportation Rate Policies *(A Symposium)* — Aug.
Contributors: Lemly, James H.; Tilford, John E., Sr.; Crimm, Reuben G.; Flint, Sam H.
Unemployment Rates: Methods for Figuring—at Home and Abroad (Reprinted from *Monthly Letter,* First National City Bank, May 1960, New York) — July
U. S. Study Commission—Southeast River Basins — May
Tomlinson, George E.

INDUSTRIAL DEVELOPMENT

The South's Competitive Position — July
(As reported to the Southern Governors' Conference, 1959)
Surveys—Useful Tools for Industrial Development — June
Cunningham, Charles D.

INDUSTRY

The Kaiser Steel Settlement: Its Significance in the Present Steel Crisis *(A Symposium)* — Jan.
Contributors: Bridges, Francis J.; Marshall, A. R.; Crawford, James F.; O'Connor, Roderick F.
THE MANAGEMENT FORUM: Service and Integrity in the Development of a Young Food Industry — Aug.
Chelena, C. V.

INSURANCE

Second Injuries and the Second Injury Fund — Nov.
Eggers, E. T.

LABOR-MANAGEMENT RELATIONS

Cotton Manufacturing in the Southeast: The Worker and Working Conditions — May
Blicksilver, Jack
A Different View of the Strike Problem — Dec.
Bunting, Robert L.
European Wage Scales — April*
Denise, Malcolm L.
The Kaiser Steel Settlement: Its Significance in the Present Steel Crisis *(A Symposium)* — Jan.
Contributors: Bridges, Francis J.; Marshall, A. R.; Crawford, James F.; O'Connor, Roderick F.
The National War Labor Board: An Experiment in Policy-Making by a Tripartite Agency — June
Stampolis, Anthony
Second Injuries and the Second Injury Fund — Nov.
Eggers, E. T.
Your Company's Pension Plan — Oct.
Schwarzschild, Stuart

MANAGEMENT

The Atmosphere in Which People Grow — April*
Zerfoss, Lester F.; and O'Connor, Roderick F.
Consumer Panels as a Tool for Financial Research — July
Ferber, Robert
Cotton Manufacturing in the Southeast: Trends in Management — March
Blicksilver, Jack
A Different View of the Strike Problem — Dec.
Bunting, Robert L.
The Early Record of a Modern Administrative Dilemma: Part II *(A Reprint)* — Feb.
Scott, William G.
Essentials in Executive Growth — Nov.
McMahon, Ottis K.
Improving Return on Investment in your Business — June
Bows, Albert J.
The Influence of Consumer-Product Testing and Rating Organizations on the Consumer's Buying Behavior — Nov.
Sargent, Hugh W.

The Kaiser Steel Settlement: Its Significance in the Present Steel Crisis *(A Symposium)* Jan.
Contributors: Bridges, Francis J.; Marshall, A. R.; Crawford, James F.; O'Connor, Roderick F.
THE MANAGEMENT FORUM: The Consulting Field—A Resource of Skills and Experience for Growing Business Nov.
Hite, L. O.
THE MANAGEMENT FORUM: Executives are Grown—Not Made April*
McMahon, Ottis K.
THE MANAGEMENT FORUM: Methods and Management June
Wilson, Allen B.
THE MANAGEMENT FORUM: Program Management Can Pay Off for Small Firms May
Feldman, A. L.
THE MANAGEMENT FORUM: The Responsibilities of a Business Sept.
McDonough, J .J.
THE MANAGEMENT FORUM: Service and Integrity in the Development of a Young Food Industry Aug.
Chelena, C. V.
THE MANAGEMENT FORUM: Some Thoughts on the Nature of Business Leadership March
Rich, Richard H.
THE MANAGEMENT FORUM: 3-D Decision-Making Dec.
Branch, Harllee, Jr.
Marketing Predictions from Consumer Attitudinal Data Sept.
Paranka, Stephen
The Salesman's Wife: Her Influence on His Selling Career June
Schwartz, David J.
Second Injuries and the Second Injury Fund Nov.
Eggers, E. T.
Some Thoughts Concerning Older Women in Industry Dec.
Mescon, Enid and Michael H.
Your Company's Pension Plan Oct.
Schwarzschild, Stuart

MANAGEMENT-STOCKHOLDER RELATIONS

Blueprint for a Proxy Contest Aug.
Whetten, Leland Carling
Management-Stockholder Relations as Revealed by Recent Proxy Contests April*
Whetten, Leland Carling
The Role of the Securities and Exchange Commission in Proxy Contests May
Whetten, Leland Carling

MARKETING

Consumer Panels as a Tool for Financial Research July
Ferber, Robert
The Influence of Consumer-Product Testing and Rating Organizations on the Consumer's Buying Behavior Nov.
Sargent, Hugh W.
Marketing Potentials in Georgia Oct.
Fulmer, John L.
Marketing Predictions from Consumer Attitudinal Data Sept.
Paranka, Stephen
Trading Stamps in the Service Station *(Excerpt from Monograph)* April*
Vredenburg, Harvey L.

MONETARY POLICY

The American Balance of Payments Dilemma *(A Symposium)* March
Contributors: Brainard, Harry G.; Ogram, Ernest W., Jr.; Wapensky, Basil A.; Flynn, Edwin H.
General Credit Conditions and Nonfarm Residential Mortgage Credit Aug.
Daniel, Coldwell, III

PERSONAL FINANCE

The Variable Bank Account: A Hedge Against Inflation? Sept.
Clark, John J.

RESOURCES

Cotton Manufacturing in the Southeast: The Worker and Working Conditions May
Blicksilver, Jack
Foreign Trade and Georgia March
McFarland, Stuart W.
Income and Employment in the South *(An Excerpt)* Aug.
Taylor, Charles T.
Land-Use Change in Georgia, 1909-1954 Dec.
Bederman, Sanford H.
Marketing Potentials in Georgia Oct.
Fulmer, John L.
The Southeastern Corner Monthly
Walker, Warren A.; and Burford, Roger L.
The South's Competitive Position July
(As reported to the Southern Governors' Conference, 1959)
U. S. Study Commission—Southeast River Basins May
Tomlinson, George E.

SALES MANAGEMENT

The Salesman's Wife: Her Influence on His Selling Career June
Schwartz, David J.

SOCIOECONOMIC PROBLEMS

Capitalism and the Intellectual *(A Symposium)* Feb.
Contributors: Swanson, Ernst W.; Malanos, George J.; Philbrook, Clarence E.; Gruchy, Allan G.
Government's Role in Health Care Oct.
Klein, Roger; and Hogan, Glenn M.
Some Thoughts Concerning Older Women in Industry Dec.
Mescon, Enid and Michael H.

TAXATION

Accelerated Depreciation: Its Advantages Feb.
Hall, Tommy Perry

TRANSPORTATION

The Savannah Port in Georgia's Economy July
Blicksilver, Jack; and Bowdoin, Mary H.
Shipping Subsidies: A Lesson for Railroads in Retrospect Sept.
Whitehurst, Clinton H., Jr.
Transportation Rate Policies *(A Symposium)* Aug.
Contributors: Lemly, James H.; Tilford, John E., Sr.; Crimm, Reuben G.; Flint, Sam H.

*Back issues not available

BY TITLE

1960

ACCELERATED DEPRECIATION: ITS ADVANTAGES — Feb
Hall, Tommy Perry

THE AMERICAN BALANCE OF PAYMENTS DILEMMA *(A Symposium)* — March
Contributors: Brainard, Harry G.; Ogram, Ernest W., Jr.; Wapensky, Basil A.; Flynn, Edwin H.

ATLANTA BUSINESS ACTIVITY — Monthly
O'Toole, John R.; and Burford, Roger L.

ATLANTA BUSINESS IN 1959 — March
O'Toole, John R.

THE ATMOSPHERE IN WHICH PEOPLE GROW — April*
Zerfoss, Lester F.; and O'Connor, Roderick F.

BLUEPRINT FOR A PROXY CONTEST — Aug.
Whetten, Leland Carling

THE BUSINESS HISTORY: I. DEFINITION AND ORIGIN OF BUSINESS HISTORY — Oct.
Traxler, Ralph N., Jr.

THE BUSINESS HISTORY: II. BUSINESS HISTORY IN ACADEMIC CURRICULA: CENTRAL OR PERIPHERAL — Nov.
Steigerwalt, A. K.

CAPITALISM AND THE INTELLECTUAL *(A Symposium)* — Feb.
Contributors: Swanson, Ernst W.; Malanos, George J.; Philbrook, Clarence E.; Gruchy, Allan G.

CONSUMER PANELS AS A TOOL FOR FINANCIAL RESEARCH — July
Ferber, Robert

COTTON MANUFACTURING IN THE SOUTHEAST: TRENDS IN MANAGEMENT — March
Blicksilver, Jack

COTTON MANUFACTURING IN THE SOUTHEAST: THE WORKER AND WORKING CONDITIONS — May
Blicksilver, Jack

A DIFFERENT VIEW OF THE STRIKE PROBLEM — Dec.
Bunting, Robert L.

THE EARLY RECORD OF A MODERN ADMINISTRATIVE DILEMMA: PART II *(A Reprint)* — Feb.
Scott, William G.

EMINENT DOMAIN: LEGAL AND ECONOMIC CONCEPTS OF THE DOCTRINE OF USE — Dec.
Rams, Edwin M.; and Brown, Robert K.

ESSENTIALS IN EXECUTIVE GROWTH — Nov.
McMahon, Ottis K.

EUROPEAN WAGE SCALES *(An Excerpt)* — April*
Denise, Malcolm L.

FOREIGN TRADE ACTIVITIES OF ATLANTA MANUFACTURERS — April*
McFarland, Stuart W.

FOREIGN TRADE AND GEORGIA — March
McFarland, Stuart W.

GENERAL CREDIT CONDITIONS AND NONFARM RESIDENTIAL MORTGAGE CREDIT — Aug.
Daniel, Coldwell, III

GOVERNMENT'S ROLE IN HEALTH CARE — Oct.
Klein, Roger; and Hogan, Glenn M.

IMPROVING RETURN ON INVESTMENT IN YOUR BUSINESS — June
Bows, Albert J.

INCOME AND EMPLOYMENT IN THE SOUTH *(An Excerpt)* — Aug.
Taylor, Charles T.

INDEX OF ARTICLES IN ATLANTA ECONOMIC REVIEW 1957-1959 — Jan.

THE INFLUENCE OF CONSUMER-PRODUCT TESTING AND RATING ORGANIZATIONS ON THE CONSUMER'S BUYING BEHAVIOR — Nov.
Sargent, Hugh W.

INTENSIFIED WORLD COMPETITION *(A Reprint)* — Feb.
Bassie, V Lewis

THE KAISER STEEL SETTLEMENT: ITS SIGNIFICANCE IN THE PRESENT STEEL CRISIS *(Symposium)* — Jan.
Bridges, Francis J.; Marshall, A. R.; Crawford, James F.; O'Connor, Roderick F.

LAND-USE CHANGE IN GEORGIA 1909-1954 — Dec.
Bederman, Sanford H.

THE MANAGEMENT FORUM: THE CONSULTING FIELD—A RESOURCE OF SKILLS AND EXPERIENCE FOR GROWING BUSINESS — Nov.
Hite, L. O.

THE MANAGEMENT FORUM: EXECUTIVES ARE GROWN—NOT MADE — April*
McMahon, Ottis K.

THE MANAGEMENT FORUM: METHODS AND MANAGEMENT — June
Wilson, Allen B.

THE MANAGEMENT FORUM: PROGRAM MANAGEMENT CAN PAY OFF FOR SMALL FIRMS — May
Feldman, A. L.

THE MANAGEMENT FORUM: THE RESPONSIBILITIES OF A BUSINESS — Sept.
McDonough, J. J.

THE MANAGEMENT FORUM: SERVICE AND INTEGRITY IN THE DEVELOPMENT OF A YOUNG FOOD INDUSTRY — Aug.
Chelena, C. V.

THE MANAGEMENT FORUM: SOME THOUGHTS ON THE NATURE OF BUSINESS LEADERSHIP — March
Rich, Richard H.

THE MANAGEMENT FORUM: 3-D DECISION-MAKING — Dec.
Branch, Harllee, Jr.

MANAGEMENT-STOCKHOLDER RELATIONS AS REVEALED BY RECENT PROXY CONTESTS — April*
Whetten, Leland Carling

MARKETING POTENTIALS IN GEORGIA — Oct.
Fulmer, John L.

MARKETING PREDICTIONS FROM CONSUMER ATTITUDINAL DATA — Sept.
Paranka, Stephen

THE NATIONAL WAR LABOR BOARD: AN EXPERIMENT IN POLICY-MAKING BY A TRIPARTITE AGENCY — June
Stampolis, Anthony

PUBLIC RELATIONS AND THE HIGH SCHOOL — July
Calhoun, Calfrey C.

(Continued on page 24)